

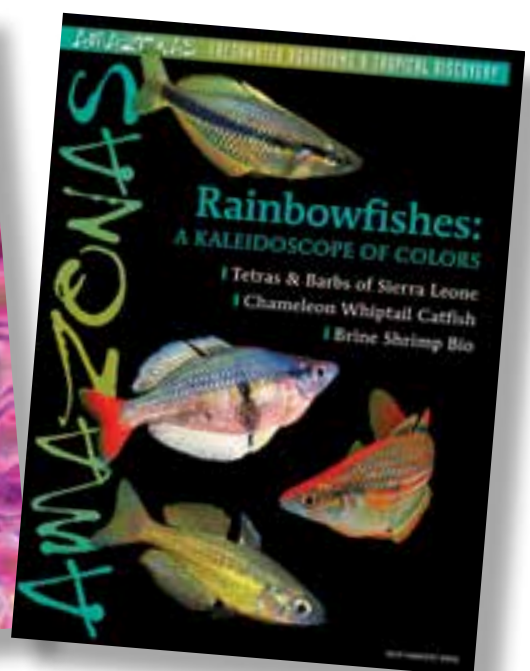
# Partner with **AMAZONAS** and **CORAL**

**PROMOTE YOUR STORE — Join our Retailer Program, starting at only \$199 per title, a \$2,000 value!**

<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• <b>Print Copies to Sell:</b> Receive 6 copies of the next 6 issues (36 total - a \$198 value at \$5.50 each, U.S.shipping included) + LFS LOCATOR listing. Need more? Ask!</li> <li>• <b>Digital Advertising:</b> Get a button ad (135x135 pixels) that links to your website from AMAZONASmagazine.com and/or CORALmagazine.com, and AquaticMediaPress.com (a \$1,800 value).</li> <li>• <b>Sell Subscriptions:</b> Sell <i>1-Year Print + Digital Subscriptions</i> in your store and earn a \$10 retailer program credit per subscription sold.</li> <li>• <b>Access exclusive deep discounted 1/4 page ad placements</b> in CORAL's Reef Marketplace and/or AMAZONAS's Freshwater Marketplace.</li> </ul>
<b>Cover Price:</b>	US \$9.99 each, back issues are \$12.00-\$25.00 each.
<b>Frequency:</b>	AMAZONAS and CORAL Magazines are each published 6 times per year.
<b>Payment:</b>	Pay by check or ACH. Add 4% for PayPal or credit card payments.
<b>Terms:</b>	Pricing for the USA only. Ask us about international or multi-store options. Prepayment in full is required.

**For questions and to get started, contact [retailers@AquaticMediaPress.com](mailto:retailers@AquaticMediaPress.com)**

November 2024



**AQUATIC MEDIA PRESS, LLC | 3075 Rosemary Ln NE | Rochester, MN 55906-4535**



**STEVE FREED IS THE FOUNDER OF FISH PLANET**, one of the Chicago area's longest running and most successful independent aquarium specialty retailers. He also happens to be a retailer of **AMAZONAS** and **CORAL** Magazines.

While talking with Aquatic Media Press at an aquarium event, Steve said he felt that retail aquarium shops were really “missing out” if they weren’t offering **AMAZONAS** and **CORAL** in their stores. We asked why, and if he’d be willing to share his answer with other fish store operators. Clearly, we have a passionate partner in Steve; here’s what he had to say.

“Fish Planet caters to a wide range of fish lovers, but my store has limited space, so every inch of retail has to be well thought out and appropriate. **AMAZONAS and CORAL not only sell themselves, they are a silent salesperson that customers can consult with at any time.**”

### **Steve Freed's list of reasons why you'll find **AMAZONAS** and **CORAL** for sale at Fish Planet:**

#### **1. THEY ARE AUTHORITATIVE**

- They're well written, and the photography has no peer
- They help expand knowledge of fish you already thought you knew about
- The best aquarists in the world are writing the articles
- There's no agenda, it's all informational

#### **2. THEY BUILD RETAIL COMMUNITY AND EXPAND THE HOBBY**

- These magazines motivate customers to grow their aquarium hobby with new fish, plants, corals and invertebrates they read about
- Customers like **AMAZONAS** and **CORAL** and eagerly wait to buy new issues that arrive
- Reading and selling magazines fosters connections with customers – you can talk like you're just two people passionate about fish keeping
- I'm still a hobbyist at heart and having informed customers makes my interactions exciting

#### **3. **AMAZONAS** AND **CORAL** FOSTER DISCOVERY**

- We look forward to finding newest trends
- We look forward to finding new fish and additions to the hobby
- We look forward to each new issue; it's exciting to get it!

“Personally, I watch for new fish and coral introduced to the hobby, and I enjoy giving both new and existing customers that ‘new fish’ rush. When I find these new offerings for the store, having seen them in **AMAZONAS** or **CORAL** helps me get them into my customers’ tanks.

“When you start reading these magazines, you can’t put them down! If you don’t carry **AMAZONAS** or **CORAL** you are missing out on revenue in this already competitive market.”

— Steve Freed,  
Founder of Fish Planet,  
Established 2003, Deerfield, IL, USA

**AMAZONAS** and **CORAL** Magazines are the one thing in your shop that won't spoil, won't expire, won't leak, won't break, and never dies on you or your customers. Unsold issues? They actually appreciate in value! Back issues are truly collectors' items (we know, we've sold thousands at [AquaticMediaPress.com](http://AquaticMediaPress.com) for a premium price).

**Email [retailers@aquaticmediapress.com](mailto:retailers@aquaticmediapress.com) to join the retailer program and start selling our magazines today!**



# SPECIAL ADVERTISING OPPORTUNITY 2025

**PROMOTE YOUR STORE — Retailer Program participants get an exclusive print ad deal — the lowest rate we offer!**

## EXCLUSIVE INDEPENDENT RETAILERS RATES:

- Quarter Page in FRESHWATER MARKETPLACE or REEF MARKETPLACE: **\$400 per issue ONLY \$250 per issue!**

## SUBMITTING MATERIALS:

### EMAIL MATERIAL TO:

- Ads (no larger than 10 megabytes) can be e-mailed to: **alex.rose@aquaticmediapress.com** and **anne.linton@aquaticmediapress.com**

### TECHNICAL QUESTIONS:

- **anne.linton@aquaticmediapress.com**

## RESERVE SPACE TODAY: CONTACT US!

- To place an order or ask for further details, contact **Alex Rose, Ad Sales Director 630-464-8507, Alex.Rose@aquaticmediapress.com**

## PAYMENT TERMS:

- Refer to the full AMAZONAS or CORAL Media Kit for full terms and conditions. Direct any payment questions to **stephan.tanner@aquaticmediapress.com**.

## ADVERTISING SPECS:

- **PDF/X-1a files are preferred.**
- Do NOT send low-resolution PDFs or Illustrator PDFs. For tips on creating PDF/X-1a files, visit [www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf](http://www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf)
- Other acceptable file formats include Photoshop Tiffs and Illustrator EPS files. Be sure to include all support files that are incorporated into your ad (e.g. fonts, logos, images, etc.). All grayscale/color images must be at least 300 dpi; line art at 1200 DPI. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file.
- All colors must be in CMYK format. SWOP standards apply. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.
- Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

